

## CONTRACT

KITV  
HAWAII

**KITV**  
**801 South King Street**  
**Honolulu, HI 96813**  
**(808)535-0400**

www.KITV.com

And:

**University of HI Professional Assembly**  
**1017 Palm Dr**  
**Honolulu, HI 96814**

<u>Contract / Revision</u> 935793 /		<u>Alt Order #</u>
<u>Product</u> TV Addl 7.26-29		
<u>Contract Dates</u> 07/26/12 - 07/29/12		<u>Estimate #</u>
<u>Advertiser</u> University of HI Professional Assembly		<u>Original Date / Revision</u> 07/23/12 / 07/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KITV	<u>Account Executive</u> Chris Pelletier	<u>Sales Office</u> Honolulu
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KITV	07/26/12	07/29/12	KITV 4 News This Morning	5-7am		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	---22--				4	\$100.00			
N 2	KITV	07/26/12	07/29/12	GMA M-F	7-9am		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	---11--				2	\$125.00			
N 3	KITV	07/26/12	07/29/12	Dr Oz 4-5p	4-5p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	---11--				2	\$200.00			
N 4	KITV	07/26/12	07/29/12	KITV News At 5	5-5:30pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	---11--				2	\$300.00			
N 5	KITV	07/26/12	07/29/12	Weekend GMA	5am-6am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$75.00			
N 6	KITV	07/26/12	07/29/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----22				4	\$100.00			
N 7	KITV	07/26/12	07/29/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$300.00			
N 8	KITV	07/26/12	07/29/12	KITV 4 News at 10 Sat	KITV 4 News at 10		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$500.00			
N 9	KITV	07/26/12	07/29/12	KITV 4 News at 10 Sun	KITV 4 News at 10		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1				1	\$500.00			
N 10	KITV	07/26/12	07/29/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----1				1	\$400.00			
<b>Totals</b>											<b>19</b>	<b>\$3,825.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

**KITV**  
HAWAII**abc****KITV**  
801 South King Street  
Honolulu, HI 96813  
(808)535-0400

www.KITV.com

<u>Contract / Revision</u> 935793 /		<u>Alt Order #</u>
<u>Contract Dates</u> 07/26/12 - 07/29/12	<u>Product</u> TV Addl 7.26-29	<u>Estimate #</u>
<u>Advertiser</u> University of HI Professic		<u>Original Date / Revision</u> 07/23/12 / 07/23/12

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	19	\$3,825.00	\$3,251.25	\$153.20	\$3,404.45
Totals	19	\$3,825.00	\$3,251.25	\$153.20	\$3,404.45

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales agreement for discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.